WILLIAM M. RYAN

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EDUCATION

Northeastern University, Boston, MA
Masters in Business Administration, Marketing

Bentley University, Waltham, MA
Bachelor of Science, Finance

TEACHING EXPERIENCE

University of Connecticut, School of Business, Storrs, CT

***Marketing Instructor In-Residence, 8/11* – Present**

Sales Management & Leadership (MK3454)
This course explores how to lead and manage today's sales force. Students delve into the strategic side, which includes how to create the optimal organizational structure, recruiting the "right" people, and how to motivate and compensate them. We also cover the more "tactical" aspects of sales management, including developing sales plans, budgeting, resource allocation, and the use of technology (CRM) to assist the sales force and its management. Students will also study the importance/relationship of functional partners within an organization that assists a sales force in accomplishing its goals, meet customer needs and deliver value to customers.

University of Connecticut, School of Business, Storrs, CT

***Adjunct Instructor, 8/04* – 8/11**

Essentials of Market Research (MK280)
This course explored the marketing research discipline from a management perspective in order to gain an understanding of how data-driven research can be used to drive strategic decision making in an organization. Within this framework, students also examined the fundamental techniques used to develop and execute market research, including problem definition, research design, data collection and data analysis. Through lectures, case studies, discussion, and "real-world" examples, students developed an understanding of the role and "power" of Marketing Research. We examined how market research is used in consumer and business-to-business marketing. Guest lecturers were also call upon to bring "real-world" perspective to the course.

Introduction to Marketing Management (MK3101)
This course examined the fundamentals of Marketing Management in order for students to gain an understanding of the role of marketing in attracting and retaining customers. Students also learned strategies and techniques used to develop and execute marketing programs, including positioning, segmentation, advertising and promotion, pricing strategy, product development and channel management. Through lectures, a major term project, discussions and "real-world" examples and assignments, students developed an understanding of the exciting world of marketing.

Fairfield University, Dolan School of Business, Fairfield, CT

Adjunct Instructor, 2002 – 2004

Channel / Distribution Strategy
This course provided students an understanding of the importance of marketing channels within the larger field of marketing across B2C and B2B systems. Special attention was given to the role of the internet and e-commerce, recognizing the challenges of integrating high-tech channels into conventional marketing channels and the need for many companies to distribute and service across multiple channels to meet consumer needs. The course provided

students a management focus toward channel strategy, but included decision making frameworks, theory, research and "real-world" practices and implementation.

Business-to-Business Marketing

This course delved into the world of B2B Marketing, including the business environment, distribution of goods & services, selling, pricing and promotion. Emphasis was placed on contrasting B2C and B2B marketing and the scope and opportunity presented in this space. Students were also shown how B2B marketing varies across industries. Students developed an understanding of B2B marketing through lectures, readings, and project work and classroom discussion.

LEADERSHIP DEVELOPMENT EXPERIENCE

Program for Sales leadership, Storrs, CT Director (8/11 – present)

Leading the **Certificate in Professional Sales program**, the only professional sales certificate program in New England at a leading research university. The program is committed to advancing sales management expertise through experiential education and by developing ethical and strategically-oriented sales professionals. Proactively managing employer outreach and relationships to enhance program placements and experiential learning opportunities.

UCONN Waterbury (WBS) & Greater Hartford Business Societies (GHBS) – Faculty Advisor (2010 – present)

Provides guidance to two student organization that enhance students business education through exposure to the business world, including tools and training to position themselves better with employers. Programming included sponsoring on-campus workshops (networking, resume writing, interviewing skills) and trips to Wall Street, local employers and the Storrs School of Business.

UCONN Marketing Executive Forum – Advisory Board (2005 – 2008)

Provided a forum for senior marketing executives in the financial services community to interact, share best practices and ideas, to discuss issues, share new business models and common marketing challenges in an informal environment. The Executive Forum also strengthened relationships between UCONN School of Business and the financial services community in Connecticut.

Pepperidge Farm Mentor Program – Founder (2001)

Created and managed a development program that teamed up 20 junior professionals with proven management leaders (mentors) in an effort to accelerate mentees professional development within the organization. Secondary goal was to improve retention of high potential hires and improve employee satisfaction scores on annual survey.

CONFERENCE EXPERIENCE

Gamma Iota Sigma Business Fraternity, Temple University, Philadelphia, PA (2007)

Presented *"The Importance of Branding in the Insurance Industry"* at annual symposium. Key points included the importance and challenges in creating meaningful brand differentiation in a highly regulated industry. Provided many examples of real-world advertising campaigns to highlight this topic.

Society of Insurance Research – Nashville, TN (2006)

As a conference panelist, presented *"The Role of Agent and Customer Market Research in the Insurance Industry Today."* Provided summary perspective on recent studies conducted on the topics of segmentation, new product development and agent experience. Also presented point-of-view on the use of JD Powers and Associates Auto and Home study findings.

PROFESSIONAL EXPERIENCE

THE TRAVELERS COMPANIES, HARTFORD, CT (12/05 – 4/11)

Second Vice President, National Agency/Broker Management, Personal Lines (2009-2011)
Responsible for management of Top 10 national agents/distributors representing $650 million in revenue. Charged with delivering financial targets, program development, relationship management and field sales liaison. Top 10 include national brokers (Willis, HUB, and AJ Gallagher), aggregators (SIAA, Iroquois) and banking entities (TD Insurance, BB&T) with national distribution. Also, directed $60million small group/employer worksite program.

- Grew premium for group +3% to $650 million and achieved new business growth plan, with new business up 26%.
- Improved business mix/profits 3pts through targeted book transfers and increases in emerging affluent segment.
- Enhanced base and new business compensation to improve targeted growth and profitability in key markets.
- Exceeded small group growth plan by growing +13%, with new business +24% while improving profits +6pts.
- Developed financial and business reporting and metrics for national programs, enabling improved visibility to business trends and enhanced dialogue with national practice leaders.
- Developed meaningful business relationships and engagements with national practice leaders, including monthly/quarterly conference calls and senior top-to-top meetings.

Second Vice President of Marketing Strategy & Communications, Personal Lines (2006-2008)
Responsible for development and execution of marketing strategies for $4.8 Billion Personal Insurance segment, including agent advertising, interactive marketing and agent and consumer communications. Directed diverse team of 14 marketing professionals. Promoted from Senior Director based on ability to lead, drive strategy and deliver results.

- Successfully launched new *Quantum* auto and property product by leveraging consumer research to develop strong positioning and an integrated marketing program that included local advertising, events, web marketing and communication materials for agent and customers.
- Created interactive marketing team that built email and web capabilities to better communicate with agent and consumers. Agent website (Insynchtools.com) has won multiple industry awards.
- Developed and executed local advertising and promotion campaigns in key markets to build brand awareness and consumer demand.
- Improved messaging and brand standards across entire marketing material portfolio to enable stronger messaging and brand consistency and impact.
- Developed new product innovation process to stimulate growth and position brand as an innovator in category.

CIGNA HEALTHCARE, BLOOMFIELD, CT (8/02 – 11/05)

Director of Marketing, National Accounts

- Developed the role of marketing within the sales organization in an effort to drive strategic decision-making through market-driven, quantitatively based planning and analysis.
- Developed annual national segment marketing plan to support segment growth targets. Plan included annual customer events, trade email campaign and quarterly account reviews.
- Developed new business acquisition database that targeted Fortune 1000 based on alignment with segmentation targets. Included prospect identification survey and interactive direct mail campaign.
- Directed engagement of functional area partners to enable effective execution of marketing/business plans.

Director of Strategic Marketing, Health Care Division

- Drove strategic effort to understand employer buying behavior through a market segmentation study.
- Developed and executed marketing initiatives to drive account persistency and membership penetration.
- Worked with business partners to identify and execute strategies to improve earnings and membership.
- Created comprehensive e-selling platform to improve sales force consultative selling capabilities.

PEPPERIDGE FARM, NORWALK, CT (12/97 – 8/02)

Senior Marketing Manager – Channel Strategy

- Created channel development strategy that delivered 17% growth in Mass/Club/Drug/Convenience trade.
- Directed marketing strategy for $250 million national account business, including Wal-Mart and TARGET.
- Developed Single Serve snacks strategy for national distribution, delivering $40 million in sales.
- Delivered +20% growth during holiday season through new products, merchandising, and customer planning/promotion and organization alignment.

Senior Marketing Manager – Distinctive Cookies

- Managed $100 million cookie business to 11% growth, exceeding plan by 30% in 2001.
- Directed agency in developing successful TV/print trademark campaign that drove consumer awareness +5%.
- Revamped product line to optimize profitability and improve consumer proposition. Launched three SKU's that exceeded sales goals, delivering $10 million in sales.

Marketing Manager – Breakfast Solutions

- Managed $70M business to +19% growth through development and execution of print advertising campaign, new product introductions and consumer promotions.
- Introduced four seasonal line extensions to expand user base and frequency of purchase, driving 40% of plan growth.
- Developed "Own the Streets" program which linked brand plans to customer/sales strategies for improved product introductions, trade spending and account programs.

Associate Marketing Manager – Breakfast Solutions

- Managed Swirl Bread business to second straight year of +30% growth, leading all other brands in company portfolio through integrated marketing plan execution that included advertising, distribution gains and new products.
- Developed the first award-winning (1998 EFFIE) bakery print advertising campaign that increased awareness +5%.
- Designed integrated promotion strategy to drive consumer awareness and trial, while generating display presence and retail stopping power.

THE PEPSI-COLA COMPANY, WALTHAM, MA (5/94 – 12/97)

Customer Marketing Manager

- Directed customer/channel plans for grocery/clubs/drug/mass merchant channels to ensure distribution, promotion execution and price promotion strategies.
- Developed and executed regional marketing plan for a $175M brand portfolio, delivering a 5% volume increase and 103 index against profit objectives.
- Managed $8M regional advertising budget, including media strategies across television/radio/outdoor/print.
- Developed sponsorship with the New England Patriots to build consumer awareness that included on-site promotions, packaging graphics and trade events.

Field Marketing Manager

- Created ethnic marketing programs that delivered a 25% distribution improvement and sales increase of 17% in targeted markets.
- Executed national brand programs that supported the launch of four new products, three line extensions and six annual consumer promotions.
- Designed customer trade events to build relationships and establish new business opportunities.
- Managed syndicated research including share, pricing, distribution, and post-program analysis.

THE GILLETTE COMPANY, BOSTON, MA (8/88 – 5/94)

Assistant Product Manager – Braun Household Products

- Developed and executed marketing plans for $30M handblender business delivering sales increase of +15% and profit goals +31% ahead of budget.
- Created 30-minute TV infomercial that helped drive brand to #1 share in category.
- Managed launch of new mixer line including packaging, display and materials, PR campaign and promotions.

Assistant Product Manager – Braun Personal Care Products

- Assisted in delivering 8% top line growth for $70M business through introduction of new shaver line.
- Consolidated Canadian, Mexican and U.S. marketing effort under North American brand strategy.
- Developed launch plan for new line of youth shavers to expand consumer base, including advertising, channel strategies, packaging, display materials and publicity.

Financial Analyst, U.S. Operations

- Developed pro-forma P&L's and volume forecasts for strategic plan and annual marketing plan.
- Managed monthly consolidated reporting process to home office in Germany.

Budget Analyst

- Assembled and tracked monthly expense plans for U.S. division, including departmental budgets.
- Completed balance sheet exhibits and monthly financial reporting package.

General Ledger Accountant

- Managed monthly closing process including sales, COGS and operating expenses.
- Developed monthly balance sheet and completed key account reconciliations.